

**California Office of Traffic Safety - Quarterly Performance Report (QPR)**

GRANT NUMBER

**AL10108**

GRANT AGENCY

**California Highway Patrol**

REPORT PERIOD

**October - December 2009 DUE: January 30, 2010**

OTS REGIONAL COORDINATOR AND PHONE #

**Julie Schilling (916) 509-3018**

GRANT INFO

Grant Title:	<b>Tahoe Basin Anti-DUI Enforcement &amp; Education Campaign</b>
Grant Duration:	<b>10/01/2009 - 09/30/2010</b>
Final QPR and Executive Summary	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Schedule C Completed/Attached (if applies)	Yes <input checked="" type="checkbox"/> No <input type="checkbox"/> If not, please explain on page 2
Report Prepared By (include name/rank/class):	<b>Janise Truelock, Associate Governmental Program Analyst</b>
Email:	<b>jtruelock@chp.ca.gov</b>
Phone:	<b>(916) 843-3398</b>

BUDGET INFO

Quarterly Claim OTS-39 and 39a Submitted?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Equipment Valued Over \$5,000/ea Purchased?	Yes <input type="checkbox"/> No <input type="checkbox"/> Partial <input type="checkbox"/> N/A <input checked="" type="checkbox"/>
Full Time Personnel Hired?	Yes <input type="checkbox"/> No <input type="checkbox"/> Partial <input type="checkbox"/> N/A <input checked="" type="checkbox"/>
	If No/Partial, please explain on page 2.

Total Grant Award	<b>\$ <u>311,000.00</u></b>
Total Funds Claimed to Date on OTS-39 and 39a	<b>\$ <u>1,572.90</u></b>
Total Grant Balance	<b>\$ <u>309,427.10</u></b>
Total Program Income Collected (If Applicable)	<b>\$ <u>N/A</u></b>

**I certify that this report is accurate and in accordance with OTS policies and procedures.**

R. W. Maynard

Type Full Name – Grant Director

Signature – Grant Director

Assistant Chief

Title

Date

## California Office of Traffic Safety - Quarterly Performance Report (QPR)

### QUARTERLY OVERVIEW

Report summary of quarterly status. Discuss activity accomplishments, delays in hiring and/or procuring other grant budgeted items. Identify grant agreement modification needs. All cumulative data is for the Federal Fiscal Year; October 1 through September 30.

**10/01/09 - 12/31/09** – The operational plan was distributed and press releases were issued. The contracted media firm tmdgroup, Inc. has been contacted and is working on a media campaign.

**01/01/10 – 03/31/10** –

**04/01/10 – 06/30/10** –

**07/01/10 – 09/30/10** –

### EQUIPMENT PURCHASED OVER \$5,000

Report on Equipment purchase(s) (over \$5,000) status. If delayed, include justification and reasons for delay. Detail steps taken to accomplish purchase and steps still required, i.e., bid, purchase order or requisition, delivery, invoice received and/or paid, OTS-25 submitted, etc.

No funding is provided for this cost category.

### GRANT GOALS AND OBJECTIVES

List and provide status on goals and objectives. Although statistics may be reported on the Schedule C, include delays in obtaining data, analysis of current statistics with base year statistics, explanation of problems, delays, what steps will be taken to complete, and adverse conditions or favorable developments which benefit the grant.

#### Goals

- 1. To reduce alcohol-involved fatal collisions within CHP Tahoe Basin's<sup>1</sup> jurisdiction by three from the 2007 base-year total of 12 to 9 by September 30, 2010.**
- 2. To reduce alcohol-involved injury collisions within CHP Tahoe Basin's jurisdiction by 5 percent from the 2007 base-year total of 194 to 184 by September 30, 2010.**
- 3. To reduce alcohol-involved fatal victims within CHP Tahoe Basin's jurisdiction by three from the 2007 base-year total of 12 to 9 by September 30, 2010.**
- 4. To reduce alcohol-involved injured victims within CHP Tahoe Basin's jurisdiction by 5 percent from the 2007 base-year total of 280 to 266 by September 30, 2010.**

<sup>1</sup> Tahoe Basin is defined as CHP South Lake Tahoe, Placerville, Truckee, and Gold Run Areas.

## **Objectives**

1. **To issue an operational plan (including strategic distribution of allocated overtime hours) to carry out grant program activities by October 15, 2009.**

**10/01/09 - 12/31/09** – **Not Accomplished. Deadline Missed.** The operational plan (attached) was developed and distributed to affected areas on December 29, 2009.

**01/01/10 – 03/31/10** –

**04/01/10 – 06/30/10** –

**07/01/10 – 09/30/10** –

2. **To issue a press release announcing the kick off of the project by October 31, 2009. Press releases, media advisories, alerts, and materials will be prepared by the Office of Media Relations (OMR). The information template shall be submitted to OMR 30 days prior to the issuance date of the release. A short description of any significant grant-related traffic safety event or program shall be sent to the Office of Traffic Safety (OTS) at least 30 days in advance so that they can arrange for attendance/participation in the event.**

**10/01/09 - 12/31/09** – **Accomplished.** Two press releases (attached) were issued announcing the kick off of the grant. One was issued on October 30, 2009, and the other on November 24, 2009.

**01/01/10 – 03/31/10** –

**04/01/10 – 06/30/10** –

**07/01/10 – 09/30/10** –

3. **To conduct 48 specialized enforcement unit (SEU) deployments to combat both impaired driving and other primary collision factors (PCFs) within the Tahoe Basin travel corridor by September 30, 2010.**

**10/01/09 - 12/31/09** – **On Schedule.** There were no SEU deployments during this reporting period; however, they are being scheduled throughout the remainder of the grant.

**01/01/10 – 03/31/10** –

**04/01/10 – 06/30/10** –

**07/01/10 – 09/30/10** –

## **Objectives**

4. **To conduct a minimum of 15 local traffic safety presentations impacting 1,200 people at appropriate venues by September 30, 2010.**

**10/01/09 - 12/31/09 – On Schedule.** Three traffic safety presentations were conducted during this reporting period. Approximately 248 people were in attendance.

**01/01/10 – 03/31/10 –**

**04/01/10 – 06/30/10 –**

**07/01/10 – 09/30/10 –**

5. **To participate in California’s “Drunk Driving, Over the Limit, Under Arrest” campaign by conducting a minimum of four roving DUI patrol operations during each campaign period of December 18, 2009, through January 3, 2010 (Winter Mobilization Period), and August 20, 2010, through September 6, 2010 (Summer Mobilization Period).**

**10/01/09 - 12/31/09 – Accomplished.** Three of the four participating Areas (South Lake Tahoe, Truckee, and Gold Run) participated in the December 18, 2009, through January 3, 2010, Winter Mobilization period. Results are shown on the NHTSA Mobilization Datasheet (attached).

**01/01/10 – 03/31/10 –**

**04/01/10 – 06/30/10 –**

**07/01/10 – 09/30/10 –**

6. **To report separately operation statistics for the National Highway Traffic Safety Administration (NHTSA) Summer and Winter Mobilization Periods on the “NHTSA Mobilization Datasheet” by September 30, 2010.**

**10/01/09 - 12/31/09 – Accomplished.** The NHTSA Mobilization Datasheet showing the reporting for the Winter Mobilization Periods (December 18, 2009, through January 3, 2010) will be included in the next quarterly report.

**01/01/10 – 03/31/10 –**

**04/01/10 – 06/30/10 –**

**07/01/10 – 09/30/10 –**

7. **To produce by March 31, 2010, and distribute by September 30, 2010, a public service announcement (PSA) directed at DUI. A draft of all recorded material will be submitted for OTS approval at least 14 days prior to production or distribution.**

**10/01/09 - 12/31/09 – On Schedule.** tmdgroup, Inc. has been contacted and is working to produce a media campaign directed at DUI.

**01/01/10 – 03/31/10 –**

**04/01/10 – 06/30/10 –**

**07/01/10 – 09/30/10 –**

## **Objectives**

**8. To describe and assess separately the effectiveness of “paid and donated” TV airtime messages by providing:**

- a. Number of PSAs produced.
- b. Subject of each PSA.
- c. Number of airings for each PSA.
- d. Total size of audience reached.
- e. Total cost or donated value.
- f. Conduct evaluation surveys, as appropriate.

**10/01/09 - 12/31/09** – Not Applicable During this Reporting Period. There have been no "paid and donated" TV airtime messages in regard to this grant.

**01/01/10 – 03/31/10** –

**04/01/10 – 06/30/10** –

**07/01/10 – 09/30/10** –

**9. To describe and assess separately the effectiveness of “paid and donated” printed messages by providing:**

- a. Number of messages produced.
- b. Subject of each message.
- c. Number of printings for each message.
- d. Total size of audience reached.
- e. Total cost or donated value.
- f. Conduct evaluation surveys, as appropriate.

**10/01/09 - 12/31/09** – Not Applicable During this Reporting Period. There have been no "paid and donated" printed messages in regard to this grant.

**01/01/10 – 03/31/10** –

**04/01/10 – 06/30/10** –

**07/01/10 – 09/30/10** –

**10. To issue a grant progress news release for publicizing the project, promoting its benefits, and detailing the most favorable outcomes by September 30, 2010.**

**10/01/09 - 12/31/09** – Not Applicable During this Reporting Period. The grant progress news release will be issued during the last quarter of the grant.

**01/01/10 – 03/31/10** –

**04/01/10 – 06/30/10** –

**07/01/10 – 09/30/10** –

## **Objectives**

**11. To participate, when possible, in the local “AVOID” press conferences or media events for each campaign period in cooperation with all other regional AVOID projects for NHTSA mobilizations.**

**10/01/09 - 12/31/09 – On Schedule.** There has been no participation during this reporting period. Participation will be scheduled as local press conferences or media events occur.

**01/01/10 – 03/31/10 –**

**04/01/10 – 06/30/10 –**

**07/01/10 – 09/30/10 –**

**12. To use the following standard language in all press, media, and printed materials:  
“Funding for this program was provided by a grant from the California Office of Traffic Safety (OTS), through the National Highway Traffic Safety Administration.”**

**10/01/09 - 12/31/09 – On Schedule.** The appropriate language was used in the press releases.

**01/01/10 – 03/31/10 –**

**04/01/10 – 06/30/10 –**

**07/01/10 – 09/30/10 –**

**13. To email the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and copy the OTS Coordinator at least 30 days in advance, a short description of any significant grant-related traffic safety event or program so that OTS has enough notice to arrange for attendance and/or participation in the event.**

**10/01/09 - 12/31/09 – Not Applicable During this Reporting Period.** There have been no events to report.

**01/01/10 – 03/31/10 –**

**04/01/10 – 06/30/10 –**

**07/01/10 – 09/30/10 –**

**14. To submit a draft or rough-cut of all printed or recorded material (brochures, posters, scripts, artwork, trailer graphics, etc.) to the OTS Public Information Officer at [pio@ots.ca.gov](mailto:pio@ots.ca.gov) and to the OTS Coordinator for approval 14 days prior to the production or duplication.**

**10/01/09 - 12/31/09 – Not Applicable During this Reporting Period.** There has been no printed or recorded material produced.

**01/01/10 – 03/31/10 –**

**04/01/10 – 06/30/10 –**

**07/01/10 – 09/30/10 –**

## **Objectives**

**15. To use on all videos, radio PSAs, television PSAs, etc. “a message from the California Highway Patrol (or just CHP) and the California Office of Traffic Safety.”**

**10/01/09 - 12/31/09** – Not Applicable During this Reporting Period. There has been no PSA produced.

**01/01/10 – 03/31/10** –

**04/01/10 – 06/30/10** –

**07/01/10 – 09/30/10** –

## **Other Traffic Safety Related Activities (not specified in goals and objectives)**

N/A

## **Documentation Items (attached)**

List documentation items, such as OTS approved press releases, print articles, news clips, photos, etc.

Operational Plan, Press Releases.

**MAIL COMPLETED QPR TO: Office of Traffic Safety  
2208 Kausen Drive, Suite 300  
Elk Grove, CA 95758**